

Servant-Leadership Across Cyberspace



Now, more than ever, a leader's capacity to both direct an organization and its people, while at the same time work in their service, is being recognized as a vital capacity for creating a sustainable organization. Servant-leadership is a leadership principle embedded in a way of life, which has been recognized and expounded upon in all parts of the world throughout history, and across all cultures. The recent economic crisis again reminds us of its importance as an antidote to the selfish and bonus-oriented behaviours we have witnessed and the economic/societal consequences we have seen.

At its simplest, servant-leadership is driven by the motivation of *enabling others* to work more effectively and successfully. Servant-leadership thus means leading a group or organization in the service of people, be they clients, customers, employees, partners, colleagues and/or members of your network. Integrating both head and heart, servant-leadership does not stop there. It expands as a principle to serve the community and act as a steward of the environment and all that inhabit it. Culturally speaking there are different ways of realizing this aspiration.

As the 21st century progresses it is clear that leaders in all areas of society are faced with increasingly complex challenges. At the personal, professional and societal level, leadership requires listening to the needs of the other to bridge different meanings and visions and create interdisciplinary (online) solutions which are beneficial to all. What are the needs of employees in the virtual workplace? Which opportunities are created by the internet to enhance e.g. career/talent development, employer branding and corporate social responsibility? Furthermore, social media are part of our everyday life at work, career development, and in education. In education and training, more often learners will not meet face-to-face anymore. This calls for a compassionate kind of leader, a leader who is able to reconcile the dilemma of high-tech versus hi-touch in the 24/7 classroom and workplace in the increasingly virtualized world of work and learning.

The symposium *Servant-Leadership across Cyberspace* aims to explore some of the above questions, comparing cases of servant-leadership practices across cyberspace. Using a cross-cultural approach we wish to serve the learning and career needs of future generations of professionals in the 21st C digital world. For this symposium, we are delighted that we have found international experts willing to present their insights about challenges of servant-leadership and nurturing careers and talents in virtual organizations. For SLCRE, it is a next step from passion to action.

On behalf of the organizing team,

prof. dr. Fons Trompenaars & dr. Sylvia van de Bunt-Kokhuis
Chairpersons of symposium and SLCRE directors

Program

Programme

- 12.30 'Meet and Greet' in Foyer. Registration-desk near Auditorium.
- 13.00 *Welcome* in Auditorium by **prof. dr. Fons Trompenaars** and **dr. Sylvia van de Bunt-Kokhuis**.
- 13.30 *Challenging employer branding and corporate social responsibility; a call for servant-leadership*, by **Wim Leereveld**, Founder and director of Access to Medicine Index, www.accesstomedicineindex.org.
- 14.00 Transfer to workshop rooms
- 14.10 Servant-leadership across Cyberspace will be highlighted from different perspectives by the following dedicated workshop leaders:
- WORKSHOP 1 (Room 1B-04): *Virtual teams and servant-leadership*, by **Sarah van der Land**, MA, FEWEB, PhD Candidate Virtual Worlds, Knowledge, Information and Networks Research Group, VU.
- WORKSHOP II (**REGRETS**): *How to accommodate e-learners with special needs? The role of the tutor in shaping learner retention in higher education*, by **Mary Bolger**, PhD Candidate FEWEB, Associate Lecturer in Psychology, Carlow Institute of Technology, Ireland.
- WORKSHOP III (Room HG-1A10): *Voice-based mobile services to support local African community building*, by **Chris van Aart** of Voices project CIS VU, www.mvoices.eu.
- WORKSHOP IV (Room BV-1H17): *Microsoft: 21st C opportunities for career talent development*, by **Hans Bos**, Microsoft The Netherlands.
- WORKSHOP V (Room BV-1H26): *Innovation Factory, innovation through knowledge sharing and foresight*, by **prof. dr. ir. Han Gerrits**, Founder and CEO of Innovation Factory www.innovationfactory.eu and Professor of E-Business & IT-industry FEWEB.
- 15.10 COFFEE & TEA BREAK in Foyer near Auditorium, three poster presentations by FEWEB Master students: *Virtual leadership*, by **Amber van Dort**, BA, *Impact of social media on serving career needs in organizations*, by **Master students-team Career&Organizations**, *Servant-Leadership and Cyberspace*, by **Master students-team Career&Organizations**.
- (**REGRETS**) *European community building in good and bad times: EFSF crisis resolution and leadership*. Keynote **Kalin Anev**, Secretary General EFSF - European Financial Stability Facility, Luxembourg, FEWEB alumnus 2005.
- 16.00 *Meeting of minds and hearts, how to e-connect and learn from each other?*
- Panel discussion with panel members (to be confirmed) MA students 2011-2012, **prof. dr.ir. Han Gerrits** (FEWEB), **Kalin Anev** (EFSF) (**REGRETS**), **Wim Leereveld** (Access to Medicine), and presentation, via online screen connection, by **dr. Shann Ferch**, Professor of Leadership Studies at Gonzaga University USA, at 16.45 pm. Chaired by **dr. Sylvia van de Bunt-Kokhuis** and **Ed Voerman**, founding director of Greenleaf Europe.
- 17.00 Closure and review of the day's event *VU and online connectivity; a call for servant-leadership*, by **Ed Voerman**.
- 17.15 Refreshments in Foyer